

CLAIMS

What is claimed and desired to be secured by Letters
Patent is:

5 1. A method of presenting promotional material to a
computer user, the method comprising the steps of:

10 selecting a first printed publication, the first
printed publication including a first page located
somewhere in the first printed publication without
regard to the order of pages within the printed
publication, the first page having a first graphical
configuration, the first graphical configuration
comprising:

15 a first graphic image positioned in a first
location on the first page,

 a second graphic image positioned in a second
location on the first page; and

 a third graphic image positioned in a third
location on the first page;

20 preparing a graphical layout page adapted for
display on a computer display, the graphical layout
page comprising:

a first graphical position located in a position on the graphical layout page which corresponds to the first location on the first page;

5 a second graphical position located in a position on the graphical layout page which corresponds to the second location on the first page; and

10 a third graphical position located in a position on the graphical layout page which corresponds to the third location on the first page;

15 the first, second, and third graphical positions being located in their respective positions on the graphical layout page to create a second graphical configuration, the visual impression conveyed by the second graphical configuration to the computer user, when the first, second, and third graphical images are placed in the first graphical position, the second graphical position, and the third graphical position, respectively, is recognized as the first graphical configuration by the computer user when the graphical layout page is viewed on a video display.

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2. A method of presenting promotional material to a computer user as defined in claim 1 wherein the step of selecting a first printed publication comprises the step of
5 selecting a printed publication from the group consisting of: a newspaper; a magazine, and an advertising supplement.

3. A method of presenting promotional material to a computer user as defined in claim 1 wherein the first
10 printed publication comprises a plurality of pages.

4. A method of presenting promotional material to a computer user as defined in claim 1 wherein when the computer user clicks on the first graphical position the
15 computer user is directed to an enlarged graphical image.

5. A method of presenting promotional material to a computer user as defined in claim 1 wherein the first graphic image comprises an image of a product available for
20 sale.

6. A method of presenting promotional material to a computer user as defined in claim 1 wherein the first graphical layout page further comprises HTML code.

5 7. A method of presenting promotional material to a computer user as defined in claim 1 wherein searchable information is embedded in the graphical layout page.

10 8. A method of presenting promotional material to a computer user as defined in claim 1 wherein the first, second, and third graphic images are fixed in a digital file having a format selected from the group consisting of: tiff, jpeg, gif, and bmp.

15 9. A method of presenting promotional material to a computer user as defined in claim 1 further comprising the step of transmitting the graphical layout page to the computer user via a TCP/IP protocol.

20 10. A method of presenting promotional material to a computer user as defined in claim 1 wherein the graphical layout page is stored in a format compatible with the world wide web.

11. A method of presenting promotional material to a computer user as defined in claim 1 wherein the graphical layout page comprises a plurality of graphical layout pages.

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12. A method of presenting promotional material to a computer user as defined in claim 1 wherein the first printed publication is stored in a format compatible with QUARK XPRESS and wherein the graphical layout page is in a format compatible with a markup language selected from the group consisting of XML and HTML and the method further comprises the step of converting the format compatible with QUARK XPRESS to a format compatible with a markup language.

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13. A method of presenting promotional material to a computer user as defined in claim 1 wherein:

the first location is the upper left portion of the first page and the first graphical position is the upper left of the graphical layout page;

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the second location is the upper right portion of the first page and the first graphical position is the upper left of the graphical layout page; and

the first location is the lower right portion of the first page and the first graphical position is the lower right of the graphical layout page.

5 14. A method of presenting promotional material to a computer user as defined in claim 1:

 wherein the step of preparing a graphical layout page further comprises the step of embedding textual material and wherein the method further comprising the step of the
10 computer user searching for the textual material.

 15. A method of presenting promotional material to a computer user as defined in claim 1 further comprising the steps of:

15 providing the computer user with a list of geographic locations where the promotional material is available;

 directing the computer user to select a desired location from the list of geographic locations where
20 the promotional material is available; and

 providing the promotional materials available for the selected geographic location.

16. A method of presenting promotional material to computer user, the method comprising:

selecting a first printed publication, the first printed publication including a first page located somewhere in the first printed publication without regard to the order of pages within the printed publication, the first page having a first graphical configuration, the first graphical configuration comprising:

a first graphic image positioned in a first location on the first page,

a second graphic image positioned in a second location on the first page; and

a third graphic image positioned in a third location on the first page;

preparing a graphical layout page adapted for display on a computer display, the graphical layout page comprising:

the first graphic image positioned on the graphical layout page;

the second graphic image positioned on the graphical layout page; and

the first graphic image positioned on the
graphical layout page;

the first, second, and third graphic images being
positioned on the graphical layout page such that all
of the graphical information presented on the first
page is also presented on the graphical layout page to
the computer user when the graphical layout page is
viewed on a video display.

17. A method of presenting promotional material to a
computer user as defined in claim 16 wherein the step of
selecting a first printed publication comprises the step of
selecting a printed publication from the group consisting
of: a newspaper; a magazine, and an advertising supplement.

18. A method of presenting promotional material to a
computer user as defined in claim 16 wherein the first
printed publication comprises a plurality of pages.

19. A method of presenting promotional material to a
computer user as defined in claim 16 wherein the first
graphic image comprises an image of a product available for
sale.

20. A method of presenting promotional material to a computer user as defined in claim 16 wherein the first graphical layout page further comprises HTML code.

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21. A method of presenting promotional material to a computer user as defined in claim 16 wherein searchable information is embedded in the graphical layout page.

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22. A method of presenting promotional material to a computer user as defined in claim 16 wherein the first, second, and third graphic images are fixed in a digital file having a format selected from the group consisting of: tiff, jpeg, gif, and bmp.

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23. A method of presenting promotional material to a computer user as defined in claim 16 further comprising the step of transmitting the graphical layout page to the computer user via a TCP/IP protocol.

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24. A method of presenting promotional material to a computer user as defined in claim 16 wherein the graphical

layout page is stored in a format compatible with the world wide web.

25. A method of presenting promotional material to a
5 computer user as defined in claim 16 wherein the graphical layout page comprises a plurality of graphical layout pages.

26. A method of presenting promotional material to a
10 computer user as defined in claim 16 wherein the first printed publication is stored in a format compatible with QUARK XPRESS and wherein the graphical layout page is in a format compatible with a markup language selected from the group consisting of XML and HTML and the method further
15 comprises the step of converting the format compatible with QUARK XPRESS to a format compatible with a markup language.

27. A method of presenting promotional material to a computer user as defined in claim 1:

wherein the step of preparing a graphical layout page
20 further comprises the step of embedding textual material and wherein the method further comprising the step of the computer user searching for the textual material.

28. A method of presenting promotional material to a computer user as defined in claim 16 further comprising the steps of:

5 providing the computer user with a list of geographic locations where the promotional material is available;

directing the computer user to select a desired location from the list of geographic locations where the promotional material is available; and

10 providing the promotional materials available for the selected geographic location.

29. A method of presenting advertising material which appears in a printed publication to a computer user, the advertising material comprising at least one page of graphical and textual material, the method comprising the

5 steps of:

converting the at least one page of graphical and textual material into a first computer file arranged in a format which can be conveyed to the computer user via a global computer network;

10 transmitting the first computer file to the computer user via the global computer network;

displaying the graphical and textual material in a visually perceptible manner to the computer user such that the computer user perceives the graphical and
15 textual material on a display in substantially the same arrangement which they appear on the at least one page in the printed publication.

30. A method of presenting advertising material which
20 appears in a printed publication to a computer user as defined in claim 29 wherein the first printed publication is selected from the group consisting of: a newspaper; a magazine, and an advertising supplement.

31. A method of presenting advertising material which appears in a printed publication to a computer user as defined in claim 29 wherein the printed publication
5 comprises a plurality of pages.

32. A method of presenting advertising material which appears in a printed publication to a computer user as defined in claim 29 wherein the graphical material comprises
10 an image of a product available for sale.

33. A method of presenting advertising material which appears in a printed publication to a computer user as defined in claim 29 wherein the step of converting the at
15 least one page comprises the step of generating HTML code.

34. A method of presenting advertising material which appears in a printed publication to a computer user as defined in claim 29 wherein the textual material is
20 searchable by the computer user.

35. A method of presenting advertising material which appears in a printed publication to a computer user as

defined in claim 29 wherein the step of converting the at least one page comprises the step of converting the at least one page comprises the step of converting the graphical material into at least one digital file having a format
5 selected from the group consisting of: tiff, jpeg, gif, and bmp.

36. A method of presenting advertising material which appears in a printed publication to a computer user as
10 defined in claim wherein the step of transmitting the first computer file comprises the step of transmitting the first computer file to the computer user via a TCP/IP protocol.

37. A method of presenting promotional material to a
15 computer user as defined in claim 1 wherein the graphical layout page is stored in a format compatible with the world wide web.

38. A method of presenting promotional material to a
20 computer user as defined in claim 1 wherein the graphical layout page comprises a plurality of graphical layout pages.

39. A method of presenting promotional material to a computer user as defined in claim 1 wherein the first printed publication is stored in a format compatible with QUARK XPRESS and wherein the graphical layout page is in a format compatible with a markup language selected from the group consisting of XML and HTML and the method further comprises the step of converting the format compatible with QUARK XPRESS to a format compatible with a markup language.

40. A method of presenting promotional material to a computer user as defined in claim 1 wherein:

the first location is the upper left portion of the first page and the first graphical position is the upper left of the graphical layout page;

the second location is the upper right portion of the first page and the first graphical position is the upper left of the graphical layout page; and

the first location is the lower right portion of the first page and the first graphical position is the lower right of the graphical layout page.

41. A method of presenting promotional material to a computer user as defined in claim 1:

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[illegible]

42. A method for providing promotional material to a computer user, said promotional material being stored electronically on a computer database, said method comprising the steps of:

5 (A) preparing the promotional material in a media independent form;

(B) storing the promotional material in an encapsulated postscript file;

10 (C) manipulating the encapsulated postscript file to a form for placement on a web page;

(D) creating a digital image of the manipulated encapsulated postscript file and storing the digital image in a compressed file;

15 (E) entering the compressed file on the computer database;

(F) providing the web page for the computer user to access the promotional material.

43. The method for providing promotional material as
20 provided in claim 42 wherein step (D) creating a digital image of the manipulated encapsulated postscript file and storing the digital image in a compressed file further

comprises the step of storing key words in the compressed file.

44. The method for providing promotional material as
5 provided in claim 43 wherein the keywords comprise a price for an item in the promotional material.

45. The method for providing promotional material as
provided in claim 43 further comprising the step of
10 providing a search engine for the computer user to search for the promotional material based on the key words.

46. The method for providing promotional material as
provided in claim 42 further comprising the step of
15 providing the computer user with a list of geographic locations where the promotional material is available.

47. The method for providing promotional material as
provided in claim 46 further comprising the step of
20 directing the computer user to select a desired location from the list of geographic locations where the promotional material is available.

48. The method for providing promotional material as provided in claim 47 wherein a list of offerors of the promotional material is provided for the selected geographical location.

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49. The method for providing promotional material as provided in claim 48 wherein the computer user accesses the promotional material by selecting the desired offeror of the promotional material.

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50. A method for guiding a computer user to promotional materials stored electronically on a computer database, said method comprising the steps of:

(A) providing the computer user with a list of
5 geographic locations where the promotional material is available;

(B) directing the computer user to select a desired location from the list of geographic locations where the promotional material is available;

10 (C) providing the computer user with a list of offerors of promotional material in the selected geographic location;

(D) directing the computer user to select a desired offeror of promotional material; and

(E) displaying the promotional materials available on
15 the computer database for the selected offerors of promotional material.

51. The method for guiding a computer user to promotional material as provided in claim 50 wherein the
20 promotional material comprises periodic advertisements published by the offerors.

52. The method for guiding a computer user to promotional material as provided in claim 50 wherein the published advertisement is stored in a media-independent form.

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53. The method for guiding a computer user to promotional material as provided in claim 52 wherein the media-independent form is stored in an encapsulated postscript file.

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54. The method for guiding a computer user to promotional material as provided in claim 53 wherein the encapsulated postscript file is manipulated to a suitable form for a web page.

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55. The method for guiding a computer user to promotional material as provided in claim 54 wherein a digital image of the manipulated encapsulated postscript file is stored in a compressed file.

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56. The method for guiding a computer user to promotional material as provided in claim 55 wherein the compressed file is entered on the computer database.

57. The method for guiding a computer user to promotional material as provided in claim 56 wherein the computer user accesses the promotional material through the web page.

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58. The method for guiding a computer user to promotional material as provided in claim 55 wherein the compressed file comprises key words.

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59. The method for guiding a computer user to promotional material as provided in claim 58 wherein the key words comprise a price for an item in the promotional material.

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60. The method for guiding a computer user to promotional material as provided in claim 58 wherein the computer user locates the promotional material by performing a search on the key words.

61. A method for guiding a computer user to promotional materials stored electronically on a computer database, said method comprising the steps of:

(A) providing the computer user with a list of
5 geographic locations where the promotional material is available;

(B) directing the computer user to select a desired location from the list of geographic locations where the promotional material is available; and

10 (C) providing the promotional materials available for the selected geographic location.

62. The method for guiding a computer user to promotional materials stored electronically on a computer
15 database as provided in claim 15, 28, 61, further comprising the step of providing the computer user with a list of categories of the promotional material.

63. The method for guiding a computer user to
20 promotional materials stored electronically on a computer database as provided in claim 62, further comprising the step of directing the computer user to select from the list of categories of the promotional material.

64. The method for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 63, further comprising the
5 step of providing a list of subcategories of the promotional material.

65. The method for guiding a computer user to promotional materials stored electronically on a computer
10 database as provided in claim 64, further comprising the step of directing the computer user to select from the list of subcategories.

66. The method for guiding a computer user to
15 promotional materials stored electronically on a computer database as provided in claim 62, wherein the list of categories includes at least one of the group consisting of: food and restaurants; clothing and accessories; gifts, books and more; travel; business services; art and collectibles;
20 personal care; entertainment and sports; furniture and electronics; vehicles; real estate and home improvement; professional services; money and finance; and pets.

67. The method for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 15, 28, 61, wherein step (A) comprises providing the computer user with a list of broad
5 geographic locations where the promotional material is available, and directing the computer user to select from the list of broad geographic locations.

68. The method for guiding a computer user to
10 promotional materials stored electronically on a computer database as provided in claim 67, wherein the list of broad geographic locations comprises states.

69. The method for guiding a computer user to
15 promotional materials stored electronically on a computer database as provided in claim 67, further comprising the step of providing the computer user with a list of specific geographic locations where the promotional material is available, and directing the computer user to select from
20 the list of specific geographic locations.

70. The method for guiding a computer user to promotional materials stored electronically on a computer

database as provided in claim 69, wherein the list of specific geographic locations comprises cities.

71. The method for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 15, 28, 61, wherein the promotional material comprises coupons.

72. The method for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 15, 28, 61, wherein the promotional material comprises discounts available by purchasing goods or services through a website linked to the promotional material.

73. The method for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 15, 28, 61, wherein the promotional material comprises cash back offers available by purchasing goods or services through a website linked to the promotional material.

74. The method for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 71 wherein the coupons are printed from a printer connected to the computer.

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75. The method for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 15, 28, 61, wherein the computer user accesses the promotional material through a website.

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76. The method for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 75, wherein the computer user accesses the promotional material through a banner ad link on a host website.

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77. The method for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 15, 28, 61, further comprising the step of advertising the computer database containing the promotional material by one of the group consisting of referrals, television, radio, magazines, and newspapers.

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78. A method for guiding a computer user to promotional materials stored electronically on a computer database, said method comprising the steps of:

(A) providing the computer user with a list of
5 geographic locations where the promotional material is available;

(B) directing the computer user to select a desired location from the list of geographic locations where the promotional material is available;

10 (C) providing the computer user with a list of categories of the promotional material;

(D) directing the computer user to select a desired category from the list of categories of the promotional material; and

15 (E) providing the promotional materials available on the computer database for the selected geographic location and the selected category.

79. The method for guiding a computer user to
20 promotional materials stored electronically on a computer database as provided in claim 78, wherein the list of geographic locations comprises a list of states.

80. The method for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 79, further comprising the step of directing the computer user to select from a list of cities.

81. The method for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 78, further comprising the step of directing the computer user to select from a list of subcategories.

82. The method for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 78, wherein the list of categories includes at least one of the group consisting of: food and restaurants; clothing and accessories; gifts, books and more; travel; business services; art and collectibles; personal care; entertainment and sports; furniture and electronics; vehicles; real estate and home improvement; professional services; money and finance; and pets.

83. The method for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 78, wherein the promotional material comprises coupons.

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84. The method for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 78, wherein the promotional material comprises discounts available by purchasing goods or services through a website linked to the promotional material.

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85. The method as provided in claim 78, wherein the promotional material comprises cash back offers available by purchasing goods or services through a website linked to the promotional material.

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86. The method for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 83, wherein the coupons are printed from a printer connected to the computer.

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87. The method for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 78, wherein the computer user accesses the promotional material through a website.

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88. The method for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 87, wherein the computer user accesses the promotional material through a banner ad link on a host website.

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89. The method for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 78, further comprising the step of advertising the computer database containing the promotional material by one of the group consisting of referrals, television, radio, magazines, and newspapers.

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90. A system for guiding a computer user to promotional materials stored electronically on a computer database, said system comprising:

(A) means for providing the computer user with a list
5 of geographic locations where the promotional material is available;

(B) means for directing the computer user to select a desired location from the list of geographic locations where the promotional material is available; and

10 (C) means for providing the promotional materials available for the selected geographic location to the computer user.

91. The system for guiding a computer user to
15 promotional materials stored electronically on a computer database as provided in claim 90, further comprising means for directing the computer user to select from a list of categories of the promotional material.

20 92. The system for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 91, further comprising means

for directing the computer user to select from a list of subcategories.

93. The system for guiding a computer user to
5 promotional materials stored electronically on a computer database as provided in claim 91, wherein the list of categories includes at least one of the group consisting of: food and restaurants; clothing and accessories; gifts, books and more; travel; business services; art and collectibles;
10 personal care; entertainment and sports; furniture and electronics; vehicles; real estate and home improvement; professional services; money and finance; and pets.

94. The system for guiding a computer user to
15 promotional materials stored electronically on a computer database as provided in claim 90, wherein the list of geographic locations where the promotional material is available comprises a list of states.

20 95. The system for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 94, further comprising means for directing the computer user to select from a list of

cities from a selected state where the promotional material is desired.

96. The system for guiding a computer user to
5 promotional materials stored electronically on a computer database as provided in claim 90, wherein the promotional material comprises coupons.

97. The system for guiding a computer user to
10 promotional materials stored electronically on a computer database as provided in claim 90, wherein the promotional material comprises discounts available by purchasing goods or services through a website linked to the promotional material.

15 98. The system for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 90, wherein the promotional material comprises cash back offers available by purchasing
20 goods or services through a website linked to the promotional material.

99. The system for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 96, wherein the coupons are printed from a printer connected to the computer.

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100. The system for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 90, wherein the computer user accesses the promotional material through a website.

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101. The system for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 100, wherein the computer user accesses the promotional material through a banner ad link on a host website.

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102. The system for guiding a computer user to promotional materials stored electronically on a computer database as provided in claim 90, wherein the computer database containing the promotional material is advertised by one of the group consisting of referrals, television, radio, magazines, and newspapers.

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